

## A Postable Sticker

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### Field of the Invention

The present invention is in the field of adhesive-coated stickers. In particular, it relates to stickers coated with non-destructive adhesive coating wherein the sticker may be peeled off without being destroyed and without destroying the surface on which it is posted.

### Summary of the Invention.

In accordance with the present invention, a novel temporary posting sticker comprises a first area coated with a non-destructive adhesive coating and a second area substantially free from such non-destructive adhesive coating and a weakened tear line that substantially separates the first area from the second area. Prior to tearing the sticker along the weakened tear line, the sticker is similar in form and function to the posting stickers of the prior art. However, after tearing the sticker along the weakened tear line, the second area of the sticker, which may contain written or printed information, may be saved as an ordinary adhesive-free memo note thereby overcoming the nuisance inconvenient sticking to other surfaces exhibited by prior art temporary posting stickers.

1 Alternatively, the novel sticker of the present invention comprises a  
2 weakened fold line (score line) such that when the sticker is folded  
3 along the score line the adhesive coating on the first area is  
4 substantially covered and adheres to the back side of the posting  
5 sticker. Thus, the second area of the sticker may be saved without  
6 exhibiting any inconvenient sticking to other surfaces.

7

## 8 Background of the Invention

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10 Adhesive-coated stickers are flexible material sheets which are coated,  
11 on one side, with an adhesive layer which is subsequently covered by a  
12 non-stick material sheet. In order to apply the sticker to a surface, the  
13 non-stick material sheet is peeled off the coated surface and the coated  
14 surface is then pressed against the surface over which the sticker is to  
15 be posted. The flexible material of the sticker may be made of paper,  
16 fibrous sheet, plastic film (which may be transparent, translucent or  
17 opaque), metal foil or other materials known in the art. The non-stick  
18 material sheet may be made of silicone-coated, wax-coated, Teflon-  
19 coated or some other non-stick material-coated paper, fibrous sheet,  
20 plastic film, metal foil or other non-stick materials commonly known in  
21 the art as release-coated materials or paper sheets.

22

23 The adhesive coating applied on the sticker surface may be chosen from  
24 a variety of adhesives, known in the art. When the adhesive is of high  
25 strength or a permanent nature, peeling the sticker off the surface on  
26 which it is applied usually results in some damage to the sticker, the  
27 surface on which it is applied or, in some cases, both. On the other hand,

1 when the adhesive coating is of a weak, non-destructive or temporary  
2 adhesion nature, as the sticker is peeled off, the adhesive remains on  
3 the sticker and the application surface suffers no damage. When the  
4 surface of such <sup>a</sup>sticker is partially coated, usually in some area adjacent <sup>immediately</sup>  
5 to its edge, <sup>identical</sup> and a plurality of <sup>2 6</sup>stickers <sup>1</sup>are stacked <sup>3</sup>in a writing or memo  
6 pad form, <sup>4</sup>as it is well known in the art, the stickers are used for  
7 temporarily referencing a sheet or a page in a book or for temporarily  
8 posting a note. In accordance with the present invention, such partially-  
9 coated sticker is referred to as a postable sticker. <sup>5</sup>

10  
11 An inconvenience encountered in use of postable stickers of the prior  
12 art is that when not posted onto a surface, the exposed adhesive-coated  
13 area sticks to other surfaces it is brought in contact with. This poses an  
14 inconvenience when a user elects to save the sticker in order to save  
15 the information written or printed on it. A user may take one of three  
16 approaches to overcome such inconvenience when he or she desires to  
17 save the information on the sticker, namely; (1) fold the sticker in order  
18 to cover the adhesive layer, (2) cut or tear the sticker along a line that  
19 separates the coated area from the uncoated area. This is usually done  
20 by using scissors or by folding and pressing the sticker along the folding  
21 line then tearing it along such line, or (3) cover the adhesive-coated  
22 area with a strip of paper.

23  
24 The present invention makes it possible to overcome such  
25 inconvenience by introducing a weakened tear line in the sticker along  
26 a path that substantially separates the coated area from the uncoated  
27 area. Therefore, when a user elects to save the information on the

1 postable sticker, without encountering the inconvenience of sticker  
2 adhesion to other surfaces, he or she may tear the sticker along the  
3 weakened tear line and retain the adhesive coating-free portion of the  
4 sticker.

5  
6 Alternatively, the present invention solves the same problem, of  
7 postable sticker inconvenient adhesion to other surfaces, by introducing  
8 a weakened fold line (score line) in the sticker such that when the  
9 sticker is folded along the weakened fold line (score line) and pressed,  
10 the adhesive coating on the first area is substantially covered and  
11 adheres to the back side of the postable sticker. Thus, the second area of  
12 the sticker may be saved without exhibiting any inconvenient sticking  
13 to other surfaces.

14  
15 In addition to overcoming the problems of inconvenient adhesion of  
16 stickers of the prior art, the present invention makes it possible to  
17 expand the utility of the stickers of the prior art by introducing  
18 additional weakened tear lines and/or score lines that divide the  
19 postable sticker into a plurality of sections for selective partial removal  
20 of sections of the sticker along predetermined weakened tear lines or  
21 score lines.

## 22 23 **Brief Description of the Drawing**

24  
25 Figure 1 shows a front view of a postable sticker of the prior art.

26 Figure 2 shows an isometric view of a postable sticker pad of the prior  
27 art.

1 Figures (3) and (3-A) show a weakened tear line type postable sticker  
2 of the present invention.

3 Figures (4), (4-A) and (4-B) show a score line type postable sticker of  
4 the present invention.

5 Figures (5), (5-A), (5-B), (5-C) and (5-D) show a variety of postable  
6 stickers of the present invention with partially adhesive-coated first  
7 area, pre-punched holes and decoratively shaped weakened tear lines  
8 and score lines.

9 Figures (6) and (6-A) show postable stickers of the present invention  
10 with a plurality of weakened tear lines.

11 Figure (7) shows a postable sticker of the present invention with pre-  
12 punched holes.

13 Figure (8) shows a postable sticker of the present invention in the form  
14 of a separation tab.

15

## 16 Detailed Description of the Invention

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18 Figure (1) shows a postable sticker 1 of the prior art which comprises a  
19 first area 3 coated with a temporary adhesion coating and a second area  
20 free from any adhesive coating. In some embodiments of prior art  
21 postable sticker 1, second area 2 is pre-printed (ruled) with lines 4,  
22 decorative designs 5 or other pre-printed information or decorative  
23 effects. As shown in Figure (2), a plurality of postable sticker 1 of the  
24 prior art is assembled in a multi-layer stack or pad form 6.

25

26 Figures (3) and (3-A) show an embodiment of postable sticker 7 in  
27 accordance with the present invention. As shown therein, postable

1 sticker 7 comprises a first area 8, a second area 9 and a weakened tear  
2 line 10. Tear line 10 substantially separates first area 8 from second  
3 area 9. Similar to prior art, first area 8 is coated with a temporary  
4 adhesion coating which permits removal of postable sticker 7 from a  
5 stack of postable stickers, or from a surface on which postable sticker 7  
6 is posted without damage to sticker 7 or to the surface on which it is  
7 posted. Such temporary adhesion coating is known in the art, for  
8 example, pressure sensitive adhesion coating. Second area 9 is  
9 substantially free from such temporary adhesive coating. Weakened  
10 tear line 10 provides a low tear and/or tensile strength line that directs  
11 an initial tear, started, as shown in Figure (3-A) at the edge of postable  
12 sticker 7, to propagate along its path by offering lower resistance to tear  
13 against tear force T. In likewise manner, weakened tear line 10 localizes  
14 the tensile failure line to occur along its path when postable sticker 7 is  
15 subjected to tensile force F.

16  
17 Alternatively, in accordance with another embodiment of the present  
18 invention, Figure (4) shows postable sticker 11 comprising first area 8,  
19 second area 9, a line 13 defined by the boundary of first area 8 and a  
20 weakened fold line (score line) 12. Weakened fold line (score line) 12  
21 directs a fold of postable sticker 11, generated around an axis  
22 substantially parallel to line 13, to occur on line 12, as shown in Figure  
23 (4-A). In so doing, the postable sticker of the present invention may be  
24 folded and pressed together along a consistently predictable fold line  
25 and thereby covering the adhesive coating of first area 8 and  
26 overcoming the inconvenient adhesion problem of the prior art. A

1 plurality of score line 12 may be located within first area 8 or within  
2 second area 9, as shown in Figure (4-B).  
3  
4 Figures (5) and (5-A) show another embodiment of the present  
5 invention wherein first area 8 is partially coated with a discontinuous  
6 temporary adhesive coating in areas 14 and 16 respectively. As such, in  
7 accordance with the present invention, first area 8 may comprise  
8 temporary adhesion coated areas and areas substantially free from any  
9 adhesive coating while still being able to exhibit a temporary adhesion  
10 nature when pressed onto a surface.  
11  
12 In accordance with the present invention, weakened tear line 10 and  
13 score line 12 may be of a continuous or discontinuous nature, only  
14 weakened, only scored, partially scored, partially weakened or having a  
15 combination of coinciding or separate score lines, weakened tear lines,  
16 pre-slit (cut) lines and perforated or micro-perforated lines. Line 10  
17 may also be of a straight line form or a decorative or other functional  
18 form, for example, as shown in Figures (3), (5), (5-B) and (5-C). Also,  
19 first area 8 may be located adjacent to, outside of, surrounding or  
20 within second area 9 as shown in Figures (3), (5-C) and (5-B). Also, first  
21 area 8 may be of a rectangular shape, for example as shown in Figure  
22 (3) or of a circular or any other decorative or functional shape, for  
23 example, as shown in Figures (5-B) and (5-C). Additionally, a plurality  
24 of first area 8 and second area 9, of same or different sizes and/or  
25 shapes, may be present in one postable sticker of the present invention,  
26 for example as shown in Figure (5-D).  
27

1 In accordance with the present invention, postable sticker 7 may also  
2 comprise at least one hole or cut out 15, as shown in Figures (5), (7) and  
3 (8). Hole or cut out 15 may be of any decorative or functional shape.  
4 Also, postable sticker 7 may include at least one notched section 20 for  
5 ease of initiating tear or fold along lines 10 or 12, as shown in Figures  
6 (3), (3-A), (4) and (4-A).

7

8 The present invention also expands the utility of prior art postable  
9 stickers. As shown in Figures (5-D) and (6), postable sticker 7 comprises  
10 additional weakened tear lines such as 10, 17 and 19. In so being, a  
11 user may be able to selectively remove (tear out) and save or discard  
12 certain segment(s) of second area 9, as shown in Figure (6-A), while  
13 maintaining the integrity of border zone joining first area 8 and second  
14 area 9. In so doing, the end user can have more use from a single  
15 postable sticker of the present invention than is presently possible from  
16 prior art stickers. Additionally, by incorporating holes in postable  
17 sticker 7, as shown in Figure (7), the adhesive-free area of postable  
18 sticker may also be saved in a 3-ring binder without experiencing the  
19 inconvenient adhesion of prior art stickers. Dimensions a and b of such  
20 adhesive-free area may be equal to those of standard, popular or  
21 special size paper sheets.

22

23 As shown in Figures (8) and (8-A), other possible uses of the postable  
24 sticker of the present invention include creating tab separators, for  
25 example for 3-ring binders or other applications, by providing a score  
26 line 12 which separates first area 8 from second area 9. By folding tab  
27 21 along line 12 one obtains a tab separator, index card or the like



1 which exhibits no inconvenient adhesion to other surfaces. In an  
2 embodiment of such separation tab, postable sticker 7 is preferably  
3 made of transparent film or alternatively, first area 8 may be made of  
4 transparent material.

5

6 While what have been described in this section are some embodiments  
7 of the present invention, it is possible to use other sheet materials of  
8 the prior art or any other sheet materials, conceive or design many  
9 additional decorative or functional applications, shapes or stacks of the  
10 postable sticker of the present invention without departing from the  
11 spirit and scope of the invention.

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